A well dressed crab calls for GUINNESS

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The moment you step on board one of the United States Lines ships you're in America

But you can rest and relax—enjoy the "world's best hotel" service

Food is superb. In this background you meet many distinguished people

Sparkling days on the Atlantic turn business into pleasure

There's little doubt about the advantage of travelling by ship. Any journey by sea captures something of the atmosphere of a cruise; the gay social life, the dances, the swimming pools, the leisurely afternoon in a library before a magnificent dinner, the deck games, the fresh air—all set the holiday mood.

A good ship is a good hotel. The "United States" and the "America" of the United States Lines are two of the world's best hotels. On board you can settle down to enjoy the good things of life. You'll be able to choose amongst the finest Continental, English, and American food, and superb wines. Whether you travel First, Cabin or Tourist Class, the standard of service is unsurpassed.

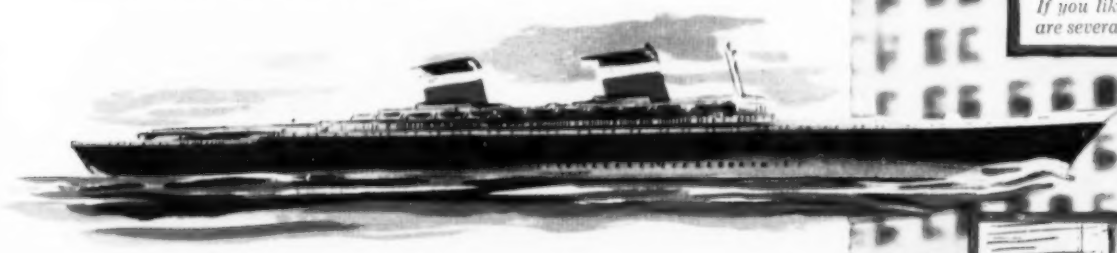
There is lively social life, with cinemas, dances, a luxurious swimming pool. When you feel energetic, you can keep fit in the gymnasium. Otherwise you can settle down to a pleasant afternoon in a deck chair.

And if you *have* to work, it's made as easy as in your own office; there are ship-to-shore telephones, Dictaphone and typewriting services available.

In the "United States" or the "America" you travel to the U.S.A. surrounded by the world's finest luxuries.

Some of the world's most fashionable women travel United States Lines. There are dances, films and swimming

If you like to be energetic there are several games decks on board



Some of the people you meet may know the American angle on your business—and may even bring you unexpected business contacts

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- Famous dance orchestras
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- Ship-to-shore telephones
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United States Lines

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Schweppshire Guide to public speaking

NO. 3 HOW TO OPEN A FLOWER SHOW

As everybody knows, there never was such an expert in flower-show-opening, such a perfectionist in this difficult art, as Lady Margaret Horley-Lampe. "A great pleasure to come amongst you once more" is of course the right way to begin: but it is not exactly what she says—it is the absolute rightness of her general Flower Show qualities. To begin with, as the daughter of a Duke but married to a Mr., her position is ideal, and her choice inevitable. It is true that in 1953 her sequence of sixteen consecutive appearances was incredibly broken in favour of Miss Daphne Dote, the film actress, from Ruislip: but fortunately this breach was healed by the resignation of that unsuitable Show Secretary, Charlie Wiggins. Lady Margaret knows exactly when to arrive, by which entrance, and across what reserved paddock, in her completely un-self-driven car. Flower Show colours, we observe from her, are strongly pale and emphatically matching. The accent is on the good grey of her suede gloves. Her coat, pale in a very slightly contrasted direction, is English summer weight—i.e. suitable for all purposes.

"All of us who have the interests of the Flower Show at heart" is a good thing to say before a slight criticism: but Lady Margaret was so outstandingly suitable that nobody minded, or indeed noticed, if in her speech she wandered to the extent of mentioning her plan for a washing-up machine in the canteen of the kennel club. But the Complete Opener should know by instinct that it is Goatley, cashier of the little bank in the High Street, who is this year's Secretary; she will remember that Miss Edelscote must be complimented, as she has been for the last twenty years, for producing the best Lauschia phipps-vaughanii, though it is faintly annoying that as always she slightly mispronounces Miss Edelscote's name. She is delighted, once more, that the younger people are taking an interest in flowers; and though she somehow infers that flower shows in general are not subject to the petty differences of local politics, she makes it fairly clear which politics these are.

Written by Stephen Potter; designed by George Him

SCHWEPPERVESCENCE LASTS THE WHOLE DRINK THROUGH